



AMSTERDAM

With its characteristic canals (UNESCO World Heritage) surrounded by narrow, low and crooked 17th-century houses, Amsterdam is, without a doubt, one of the most charming capital cities in Europe. With a rich cultural life and a wide range of entertainment, Amsterdam is a full-scale city which has managed to retain its small-town feel. Amsterdam is also a real treat for art-lovers. Amsterdam is home to over 50 museums, many of them famous across the globe. Highlights include the Rijksmuseum, Van Gogh Museum and the Stedelijk Museum. For the visitors who have already seen the beautiful canals pioneered the Jordaan and got the hang of our never-ending nightlife..there is plenty more to experience and explore. The Amsterdam Metropolitan Area offers a great variety of surprising and unusual attractions and landscapes.



AMSTERDAM METROPOLITAN AREA



For the visitors who've already seen the beautiful canals, visited the highlights, pioneered the Jordaan and got the hang of our never-ending nightlife... Here's news for you: Amsterdam is bigger than you think! There is plenty more to experience. The Amsterdam Metropolitan Area offers a great variety of products and is a stunning area that surrounds our city. The beach to relax, shopping, a dive into our history, or a breath of air in our beautiful countryside... All of these attractions are within reach of an hour using public transportation!

CASTLES & GARDENS

Retreat to the Amstel River countryside, fortress stretch and leisure lakes to soak up maritime and military history. This region is especially rich in historical river estates and extravagant castles to be admired or explored! In Muiden, the Amsterdam Castle Muider slot has a drawbridge, five towers, battlements and other features worthy of King Arthur.

25 minutes from Amsterdam
Connexxion R-Net bus 320, 322, 327 departing from Amstel train station. Bus stop P+R Terrein Muiden

HAARLEM

Enjoy a perfect trip to Haarlem, an authentic city of remarkable history and culture right on Amsterdam's doorstep! Its beauty provided inspiration for many of the Golden Age painters. Fill your day with excellent shopping, spectacular museums and sunny terraces, amongst monumental buildings.

40 minutes from Amsterdam
Connexxion bus 80 from Marnixstraat bus station (near Leidseplein) to bus stop Tempelierstraat in Haarlem. Or bus 300 from Amsterdam Bijlmer Arena station.

OLD HOLLAND

Windmills spin in the breeze at the Zaanse Schans, church bells ring out and cows wander around Old Holland's farmhouses. Amsterdam waterland and smalltown harbours Marken and Volendam are packed with industrial heritage, showcasing traditional skills like shipbuilding, fishing and cheese making.

40 minutes from Amsterdam
To the Zaanse Schans: Connexxion bus 391 (Industrial Heritage Line) from Amsterdam Central Station to bus stop Zaanse Schans. To Volendam: EBS bus 110 & 118 from Amsterdam CS to bus stop Zeestraat.

AMSTERDAM BEACH

Experience the bubbling beach and check out a variety of shops, restaurants and beach clubs in Zandvoort. The Wind Water Beach in IJmuiden aan Zee is great for thrill-seekers looking to try their hand at water and windsports. Nature lovers will enjoy hiking or cycling through the iconic Dutch dunes.

TIP Cycling or walking in the dunes or on the beach, swimming and windsurfing.

55 minutes from Amsterdam
From the Marnixstraat bus station (near Leidseplein) with Connexxion bus 80 to Zandvoort & bus 82 to IJmuiden aan Zee.

NEW LAND

The Amsterdam Metropolitan Area owes everything to innovation and it is still evolving. New Land locations such as Lelystad and Almere offer fascinating examples of interesting architecture and creative developments. Located to the east of Amsterdam, Almere is a so-called new town which was planned and built entirely from scratch.

TIP A feast for fans of architecture, while nature lovers can enjoy the natural landscape surrounding the urban areas.

50 minutes from Amsterdam
Connexion R-Net bus 327 to Almere Haven,
departing from Amstel train station.

FLOWERS OF AMSTERDAM

Be a part of the modern-day tulip mania just a short hop from Amsterdam! Find flower parades, the world-famous flower garden Keukenhof (open until 18 May 2014), the flower auction in Aalsmeer and bulb fields bursting into glorious colour! The Flower Strip dazzles in spring.

TIP Cycling or walking through the bulb fields.

Legmeerdijk 313, Aalsmeer
60 minutes from Amsterdam
To the Keukenhof: Connexion bus 197 to Schiphol from Leidseplein. At Schiphol Airport change to Arriva Keukenhof bus 858, which travels directly to the entrance (until 18 May). To Aalsmeer: Connexion bus 172 to Kudelstaart. Bus stop: FloraHolland Hoofdingang.

BARS & NIGHTLIFE



The dance clubs in Amsterdam might feel too small for somebody who is used to flashy clubs in NY, LA or London. But the clubs in Amsterdam can be just as entertaining and completely crazy. Hip, laid-back or sophisticated – the choice is yours!

TROUW

Located in the former printing building of Dutch newspapers Trouw, Het Parool, NRC and De Volkskrant, TrouwAmsterdam is home to a restaurant and one of the city's leading nightclubs. Food, drinks, dance, art and culture meet at this multi-room, multi-functional industrial space in Amsterdam East. Founded in 2010, Trouw's own record label offers a creative outlet for the organisation's crew of resident DJs.

Wibautstraat 127
+31 20 463 7788
www.trouwamsterdam.nl

PANAMA*

As well as being a night club with great theatre shows, live music and popular club evenings, Panama also offers a trendy dance studio and a café-restaurant with a grand terrace to the south for those mid-summer-nights.

Oostelijke Handelskade 4
+31 20 311 8686
www.panama.nl

MELKWEG

Located in the bustling heart of Amsterdam, the Melkweg (Milky Way) is one of the city's leading entertainment venues with two halls, a cinema, a theatre and a cafe - and a varied live programme. The Melkweg boasts three outstanding halls to support its varied live music programme. The intimate Oude Zaal plays host to up-and-coming bands while The Max regularly welcomes established names. The latest addition is the Rabozaal: a modern, multifunctional hall connected to the Stadsschouwburg and ideal for seated concerts.

Lijnbaansgracht 234 A
+31 20 531 8181
www.melkweg.nl

PARADISO

Paradiso has been a centre for pop culture since the 1960s. Today, after thousands and thousands of concerts, the pop venue has reached worldwide recognition. Though national and international pop music is the primary focus, programming has now been expanded to include other disciplines such as classical, world music, festivals and spoken word.

Weteringschans 6-8
+31 20 626 4521
www.paradiso.nl

BOURBON STREET

Bourbon Street Blues Club is hard to miss when strolling down Leidsekruijsstraat, around the corner from Leidseplein - the Blues Brothers are dancing on the roof. Live blues and roots music play every night of the week with free entry before 23:00 most nights.

Leidsekruijsstraat 6-8
+31 20 623 3440
www.bourbonstreet.nl

BOOM CHICAGO

Boom Chicago is an American comedy troupe that's renowned for their English-language comedy, theatrical shows, improvisation, stand-up and burlesque.

Comedy shows

Razor-sharp, English-language improvisation comedy plus good food and tasty cocktails have long been Boom Chicago's recipe for success. Performing a number of different shows every week and with production studios on site, Boom Chicago is constantly producing content for broadcast, broadband and mobile, including their own web channel Boom Chicago TV.

Chicago Social Club

Although the comedy may be rehoused, Boom Chicago's legacy on Leidseplein remains intact via the Chicago Social Club. This venue features a bar & restaurant and is regularly transformed into a nightclub with local electro and house DJs filling the dance floor until the small hours.

Rozengracht 117

020-4230101

www.boomchicago.nl

ESCAPE

One of Amsterdam's biggest and most popular night clubs, situated on the lively Rembrandtplein, Escape is always teeming with pretty young things. Musically speaking, expect all popular styles of dance music house, electro, techno and pop by both Amsterdam's finest and world-famous DJs like Tiësto, Kevin Saunderson and Todd Terry.

Rembrandtplein 11

+31 20 622 1111

www.escape.nl

SUPPERCLUB

If you are looking for an unusual dinner experience in an unexpected place and are not afraid to discover the creative corners of your personality then knock on Supperclub's door. Freedom is the keyword at Supperclub. It's a mix of food, music, performances, art, the staff and... you!

Jonge Roelensteeg 21

+31 20 344 6400

www.supperclub.nl

CANVAS OP DE 7E (CANVAS ON THE 7TH)

Located on the 7th floor of the former office building of the Volkskrant newspaper, this bar/club/cafe/restaurant is characterised by an easy-going vibe. Canvas is renowned for its affordable yet lush cocktails and a stunning view of Amsterdam which, in the summer, can be taken in fully from the spacious roof terrace.

Wibautstraat 150

www.canvas7.nl

Mon - Thu from 11:00 - 01:00, Fri 11:00 - 03:00,

Sat 12:00 - 03:00, Sun 12:00 - 01:00

THE SUGAR FACTORY

The Sugar Factory has brought a new concept into the Amsterdam nightlife: an integration of art, music, culture, theatre and club. Multidisciplinary programming brings you innovative parties, young talent, live shows, new disco, progressive clubs, poetry, dance floor jazz, art, big bands and a creatively motivated public.

Lijnbaansgracht 238

+31 20 627 0008

www.sugarfactory.nl

AIR

Raising from the ashes of legendary club iT on the Amstelstraat in central Amsterdam, AIR's interior has been brought to life by the talented designer imagination of Dutchman Marcel Wanders. His lively design features a host of surprises and the theatrical, intimate result is a feast for the senses. Each area has its own style and feel which lends an extra dimension to exploring the club.

Amstelstraat 24

+31 20 824 0670

www.air.nl

CAFES



Whether you're after soaking up the atmosphere of a traditional Dutch brown café, lounging in a city luxurious grand café, enjoying a summer drink on one of the city's many terraces or checking out the thriving bar scene, Amsterdam is the perfect place to enjoy a tippie.

HARD ROCK CAFE

In the centre of Amsterdam you will find great American classic dining and a museum's worth of rock memorabilia at Hard Rock Cafe. The waterside bar and specialty cocktails are not to be missed, but it's also a great place for delicious appetizers, sandwiches, entrees and mouth-watering desserts.

Max Euweplein 57-61
+31 20 523 7625
www.hardrock.com/amsterdam

MOMO

The ultra cosmopolitan Momo is in the Park Hotel not far from the Leidseplein. The concept has been very well researched and the best cooks (Hakassan, Londen!) have been brought in from all over the world. There is a lounge area to enjoy cocktails and the restaurant serves great pan-Asian dishes. This corner building with enormously high windows has been decorated in such a way that Amsterdam's incrowd and visiting international beauties don't look out of place.

Hobbemakade 1
+31 20 671 7474
www.momo-amsterdam.nl

XTRACOLD ICEBAR

The name says it all: everything in the XtraCold IceBar is made of ice. The walls, the bar, the couch, the fireplace and even the glasses! When entering the café, you are given special clothing to cope with the icy cold temperature. The beautiful ice sculptures by world-famous artists provide the ultimate ice experience.

Amstel 194-194
+31 20 320 5700
www.xtracold.com

GRAND CAFÉ OVIDIUS

Café and brasserie Ovidius is located in the very heart of Amsterdam, close to the Royal Palace, inside the luxurious shopping mall Magna Plaza. The building dates from 1895 and is Amsterdam's former main post office. It is listed among the top 100 most important public buildings from a cultural and historical perspective, and is an excellent place for a break during your shopping spree.

Spuistraat 139
+31 20 620 8977
www.ovidius.nl

CAFÉ 'T BLAUWE THEEHUIS

In the centre of the 19th century Vondelpark is a building that looks something like a flying saucer. Café 't Blauwe Theehuis (Blue Tea House) is built like three rings on top of each other. This unusual construction and the large surrounding terrace (700 places) attracts hoards of creative Amsterdam residents at the first ray of sunshine. You can even enjoy yourself here in the winter because of the outdoor electric heaters. On Sundays, deejays spin laidback music.

Vondelpark 5
+31 20 6620 254
www.blauwetheehuis.nl

CAFÉ DE JAREN

Café de Jaren is one of the largest cafés in Amsterdam. The building features a spacious café on the ground floor with an international reading-table, a pleasant restaurant with large-choice salad bar on the first floor, as well as a superb canal-view terrace.

Nieuwe Doelenstraat 20-22

+31 20 6255 771

www.cafedejaren.nl

CAFÉ DE PRINS

Café de Prins is to be found on one of the most beautiful stretches of the Prinsengracht. Across from the Westerkerk (Western Church) and the Anne Frank House, on the edge of the Jordaan, it is surrounded by history. Although the Prins has retained its typical 'brown café' character, its kitchen has become one of its most important features in recent years.

Prinsengracht 124

+31 20 6249 382

www.deprins.nl

DINING



Looking for a quick snack, a refreshing drink or a romantic three-course dinner? Amsterdam has all of that and more! From grand cafés and historical watering holes to Michelin stars and the best in seasonal produce, keep reading for tips on where to have a memorable meal or drink in Amsterdam.

FIFTEEN

Fifteen Amsterdam is a Dutch restaurant based on the successful concept of Jamie Oliver's Fifteen in London. Every year fifteen young people with limited future prospects are chosen and trained to become chefs. This huge restaurant (200 seats) is set up in a former warehouse and serves modern Mediterranean dishes. Fifteen has an à la carte menu with lovely dishes such as antipasti, homemade pastas and great desserts.

Jollemanhof 9
+31 20 509 5015
www.fifteen.nl

THE IJ-KANTINE

The IJ-Kantine is more than just a canteen on the IJ. This striking and transparent brasserie with its fabulous terrace on the NDSM harbour has just about everything: in the morning you can go there for coffee, during the day you can have a royal lunch, in the evening enjoy a cocktail next to the fireplace in the lounge and at dinner time, eat dishes such as wild sea bass, potato cannelloni and half lobster.

MT. Ondinaweg 15-17
+31 20 633 0865
www.ijkantine.nl

KITCHEN & BAR VAN RIJN

Kitchen & Bar Van Rijn is located on the Rembrandtplein in Amsterdam and is inspired by the beauty and the masterpieces of Rembrandt van Rijn. In a cosmopolitan atmosphere with open kitchen, you can enjoy authentic Dutch cuisine for lunch and dinner. At weekends there us even live music and a DJ. Kitchen & Bar Van Rijn is the ultimate place for a delicious lunch or dinner, a cup of coffee on the terrace and a place to enjoy with your friends at night!

Rembrandtplein 17
+31 20 4500 555
www.vanrijnamsterdam.nl

BAUT

Creative, dynamic, diverse, accessible, temporarily and last but not least: good food. That is what BAUT is all about. Throughout the day and during the night, bar-restaurant BAUT is one of the most relaxed hotspots in town. Chef Michiel van der Eerde and his Brigade will serve you dishes from all over the world in this trendy place in Amsterdam East. In other words, everything you need for a lovely night out!

Wibautstraat 125
bautamsterdam.nl
Sun - Thu from 11:00 - 01:00, Fri & Sat from 11:00 - 03:00

BRASSERIE FLO AMSTERDAM

Enjoy the French cuisine at Brasserie FLO Amsterdam. The restaurant is famous for its fruit de mer buffet and classic French menu. Oysters, lobster and langoustines but also escargots, steak tartare and crème brûlée are always in the menu. Needless to say all dishes are accompanied by great wines. Brasserie FLO Amsterdam is opened daily for dinner and from Monday to Friday for lunch as well.

Amstelstraat 9
+31 20 809 4757
www.floamsterdam.com

BRASSERIE HARKEMA

Brasserie Harkema is a contemporary version of the classic Parisian brasserie in the heart of Amsterdam. The establishment is a pleasant and stylish meeting place where you can enjoy excellent meals and special wines at reasonable prices. Brasserie Harkema is open seven days a week, offering at each moment of the day a cosmopolitan environment in which to lunch, to have coffee after shopping, to dine, to drink a bottle of wine with bar snacks or to have supper after a theatre visit.

Nes 67
+31 20 428 2222
www.brasserieharkema.nl

THE PANCAKE BAKERY

A cosy pancake house located in a 17th-century Dutch East India Company canal house at the Prinsengracht in Amsterdam. The famous 'international' pancakes are based on various dishes from all over the world.

Prinsengracht 191
+31 20 625 1333
www.pancake.nl

BAZAR AMSTERDAM

Immerse yourself in the wondrous culinary world of Bazar. This Middle Eastern and North African restaurant hides behind the doors of an old church in the heart of De Pijp neighbourhood of Amsterdam. The buzz of the Albert Cuyp market outside carries over into the restaurant – a visit to Bazar is like stepping into an eastern fairy tale.

Albert Cuypstraat 182
+31 20 675 0544
www.bazaramsterdam.nl

MOEDERS

The tables are set with all kinds of different glassware, cutlery and crockery. The walls are filled with hundreds of framed and unframed pictures along with antique pans, plates and biscuit tins. Moeders is characterized by an informal atmosphere and friendly service and is known for several Dutch specialities (hachée, suddervlees and stampot). For those who don't want to enjoy all of this, there are plenty of other things to choose from the extensive, international menu.

Rozengracht 251
+31 20 626 7957
www.moeders.com

CIEL BLEU

Experience heaven on earth at a restaurant where the gastronomy and personal service will repeatedly surpass all of your expectations. Chefs Onno Kokmeijer and Arjan Speelman and their team will serve you daring original dishes inspired by French cuisine while you take in the panoramic view of Amsterdam. A choice selection of classic and innovative wines complete this unparalleled culinary experience. The restaurant is the proud holder of two Michelin stars and is located on the 23rd floor of Hotel Okura.

Ferdinand Bolstraat 333
+31 20 678 7450
www.cielbleu.nl

EXPLORE AMSTERDAM



Amsterdam's fantastic architecture is best seen from a sightseeing boat on the canals. But Amsterdam is also a great city to explore by bike or foot. Sign up for a group tour or excursion or feel like a local and discover Amsterdam on your own. Whatever suits you best, the Amsterdam City Card is an outstanding way to explore everything the city has to offer!

Sign up for a tour or excursion to discover a side of Amsterdam you might never see on your own. For example, a canal cruise is an absolute must for every first-time visitor. Or travel outside the city and experience the typically Dutch landscape of windmills, dikes and manicured green pastures. Stroll through quaint fishing villages, take a boat tour along the scenic waterways or cycle along the dunes.

AMSTERDAM & REGION DAY TICKET

Discover Amsterdam and the surrounding area with the Amsterdam & Region Day Ticket -- a special 24-hour public transport pass valid on metros, trams and buses operated by GVB, Connexxion, Arriva and EBS.

Public transport pass for Amsterdam & greater metropolitan area

The greater Amsterdam area offers so much more than just the big city sights. The Amsterdam & Region Day ticket lets you explore the beaches of Zandvoort, Edam's cheese market, the Aalsmeer flower auction and traditional villages like Volendam and Zaanse Schans with a single 24-hour public transport pass. As of 2014 the ticket is also valid on Arriva buses, including line 858, which operates between Schiphol and the Keukenhof! When you purchase this ticket, you'll also get a public transport guide for the Amsterdam region (PDF) filled with useful tips and sightseeing highlights.

Price & sales locations

The Amsterdam & Region Day Ticket costs €13.50. The card is available for purchase at the Visitor Information Centres in Amsterdam, selected hotels and campsites and ticket counters of the participating public transport companies, including:

GVB Tickets & Info: Amsterdam Central Station (Stationsplein), Bijlmer ArenA Station, Lelylaan Station & Zuid Station

EBS Tickets & Info: Amsterdam Central Station (IJ River side), Purmerend Tramplein, Edam bus station, Hoorn Central Station

Connexxion Tickets & Info: Amsterdam Airport Schiphol (Schiphol Plaza)

MORE CYCLING IN AMSTERDAM

Amsterdam is one of the most bicycle-friendly cities in the world. Amsterdammers are born on bikes, and you'll see them all over the place! Thanks to the many bike paths in the city, pedal power is all you need to uncover the city's gems on your own, or as part of a guided bike tour.

WALKING TOURS

With so many places of interest so close together, Amsterdam is a great walking city. Nowhere else will you find so many points of interest within a single square kilometre. Join one of the various 'Mee in Mokum (Amsterdam's nickname)' walking tours, or discover the areas beyond Amsterdam's city centre on your own by using the walking tours at the official tourist information offices.

www.gildeamsterdam.nl

LAST MINUTE TICKET SHOP

The Last Minute Ticket Shop (LMTS) sells tickets to events in Amsterdam for just 50% of the regular price! A new selection of tickets for concerts, theatre performances and other events at a huge assortment of Amsterdam venues is on offer every day of the week!

Leidseplein 26

www.lastminuteticketshop.nl

CITY SIGHTSEEING AMSTERDAM HOP ON AND HOP OFF

With distinctive buses and friendly staff, the choice in selected cities between multi-lingual commentary or live guide sightseeing has never been so much fun. Hop On and Hop Off as much as you like at any of the bus stops on the route and see all the best sights and attractions that Amsterdam has to offer.

www.citysightseeingamsterdam.nl

ESSENTIAL INFORMATION



AIRPORT

Amsterdam Airport Schiphol is a modern, efficient and user-friendly airport. 90 airlines depart from Schiphol to over 250 destinations worldwide. The easiest and cheapest way to travel from the airport to Amsterdam is by train. This takes about 20 minutes to the Central Station and trains depart at least every 15 minutes. The train station at Amsterdam Airport Schiphol is located directly below the airport. Tickets (one-way € 3,90) are for sale at the NS service desk or ticket machines.

Taxis to the city centre cost about € 42 and can take a while, depending on traffic.

+31 20 794 0800

www.schiphol.nl / Trains: www.ns.nl

PUBLIC TRANSPORT

It goes without saying that visitors to Amsterdam want to make the most of their stay and see as much as possible. Public transport is the perfect way to visit all attractions and to explore the city. Visitors arriving by car are advised to park the car at the P+R sites at the city limits (€ 8 / 24 hours, incl. max. 5 public transport tickets) and to use public transport.

In Amsterdam, 16 tram lines, 55 bus lines, 5 (free) ferry connections and 4 metro lines take you to a wide range of destinations throughout the city. The most convenient transport ticket is a GVB 24/48/72/96 OV chip card. These tickets entitle holders to transport on all GVB lines, including the night buses, and are available at GVB Tickets & Info and tourist offices. Drivers and conductors also sell 1-hour (€ 2,80) and 24-hours (€ 7,50) disposable OV chip cards on trams and buses.

www.gvb.nl

TAXI

Taxis can be handy when travelling to and from the airport, late at night when the trams have stopped running or when you're running late. Depending on the traffic during peak times however, public transport may get you there even quicker. Just hail a taxi (but please note that taxis cannot stop anywhere they like), or catch one at the designated cab-stands near tourist hotspots such as Dam square, Leidseplein and the Rembrandtplein.

+31 20 777 7777

www.tcataxi.nl

POST

At the main post office, you can phone, fax and buy maps and stamps, in addition to the usual services. Opening hours: Monday - Friday 07:30 - 18:30, Saturday 07:30 - 09:30.

Stamps can also be bought in most shops.

Singel 250

www.postnl.nl

PHARMACY

Pharmacies (in Dutch: apotheek) are usually open Monday through Friday, from 09:00 to 17:30. At night and in the weekends there is always some pharmacy open on a rotating shifts. To find out which pharmacy is open, call a central number for pharmacies (Informatie dienstdoende apotheken):

+31 20 592 3315

TELEPHONE

Country code: +31

Area code: 020

ELECTRICITY

220 V

SHOPPING



Whether you're searching for the best souvenir, a unique vintage dress or the latest designer handbag, Amsterdam has the perfect shop for you! Hunt for antiques, score some limited-edition trainers or sample local Dutch delicacies: you can find it all in Amsterdam.

Besides the main shopping streets the Kalverstraat and Leidsestraat, home to all the shops you would expect to find in a large European city like H&M and Zara, Amsterdam has a lot to offer to the luxury shopper. Amongst the best spots in town are department store De Bijenkorf, shopping street P.C. Hoofdstraat with luxury boutiques and designer stores and the exclusive shopping centre Magna Plaza. Looking for antiques? Visit the Spiegelkwartier, within walking distance from the Rijksmuseum, or if you are a more budget conscious shopper, do not miss out on one of the neighbourhood markets!

Shops in Amsterdam are generally speaking open every day of the week, but hours vary. Opening times may differ slightly per shop and district, but here are some general guidelines:

Mon, Tues, Wed, Fri from 09:00 - 18:00
 Thu from 09:00 - 21:00
 Sat from 09:00 - 17:00
 Sun from 12:00 - 17:00

DE BIJENKORF

De Bijenkorf Amsterdam is an inspiring, trend-setting and dynamic department store at Dam square. De Bijenkorf is the multibrandstore of the Netherlands with international brands such as Louis Vuitton, Gucci, Hermès, Ferragamo, Burberry, Hugo Boss, Apple, Nespresso, Chanel and M.A.C. Cosmetics. The surprising and breathtaking decorations in de Bijenkorf's unique shop windows make them one of Amsterdam's real attractions. Live theatre, dance and music performances can be seen there on a regular basis. Occupying 21,000 m², de Bijenkorf Amsterdam is the city's largest department store. The store is open seven days a week.

Dam 1

www.debijenkorf.nl

Mon 11:00 - 20:00, Tue - Wed 10:00 - 20:00, Thu - Fri 10:00 - 21:00, Sat 9:30 - 20:00, Sun 11:00 - 20:00

COSTER DIAMONDS

Each year, about 340.000 visitors come to see the Coster Diamonds craftsmen at work. Free guided tours demonstrating the process of cutting and polishing diamonds are led by Coster's accommodating staff. The tours are available in more than 24 languages. After the tour, visitors can browse in the spacious showrooms.

Paulus Potterstraat 2-8

020 305 5555

www.costerdiamonds.com

Mo -Su: 09:00 - 17:00 hour

PRINSEN- AND HERENSTRAAT

Discover cosy cafés and delicious food or admire fashion, art and more in a selection of small, elegant shops. The Prinsenstraat and Herenstraat are an excellent introduction to the essence of Amsterdam.

Crossing three of the city's most well-known canals, these two connected streets take you from the bustling Dam Square to the charming Jordaan neighbourhood.

Visit the Prinsenstraat and Herenstraat for a small town experience in the centre of Amsterdam.

THE FASHION AND MUSEUM DISTRICT

The Fashion & Museum District is one of the most beautiful areas in Amsterdam, where historical buildings define its impressive character. You will find Amsterdam's famous museums, the Royal Concertgebouw, beautiful hotels, the Vondelpark and the exclusive and stylish boutiques of the P.C. Hooftstraat and Van Baerlestraat.

Shopping in exclusive shops

In the Fashion & Museum District you can spend hours shopping for exclusive brands like Chanel, Gucci, Louis Vuitton, Hermès, Armani and Cartier. Also many younger brands, like G-Star, Dolce & Gabbana, Tommy Hilfiger and Hugo Boss, have their flagship stores in these beautiful shopping streets. Visit the Van Baerle Shopping Gallery in the Conservatorium Hotel on Van Baerlestraat, and wander around in the large multi-brand stores.

Pamper yourself in the beautiful Fashion & Museum District where culture, hospitality and shopping meet!

Van Baerlestraat 50
www.fashion-museum.nl

9 STRAATJES

The Negen Straatjes (nine little streets) intersect the main canals between the Leidsestraat and the Jordaan district, and are dotted with great restaurants, cafés, art galleries, jewellers, boutiques and vintage stores. With an exceptional array of styles, trends and prices, this area is truly a shopper's paradise.

Singel-Prinsengracht
www.de9straatjes.nl

Between Singel-Prinsengracht and Raadhuisstraat-Leidsegracht.

ALBERT CUYP MARKET

There's no place like the Albert Cuyp street market to find your typical Amsterdam sense of humour and laid back atmosphere. Since 1905 the "Cuyp" fascinates her visitors. The Albert Cuyp is situated in the heart of the 19th century quartier De Pijp, Amsterdam's "Quartier Latin".

Albert Cuypstraat
www.albertcuypmarkt.nl
 Closed on Sundays

GASSAN DIAMONDS

In the historical heart of Amsterdam, rough diamonds are transformed into dazzling jewels every day. Delve into the exciting world of diamond cutting and see every step of the process first-hand at Gassan Diamonds, where four centuries of craftsmanship and tradition are brought to life. Gassan will add extra festive sparkle to your visit this holiday season.

A visit to Gassan Diamonds also provides a unique opportunity to purchase world-class diamonds – a brilliant gift for yourself or someone special. Goldsmiths are on hand to set your chosen diamond directly in a stunning piece of jewellery or you can choose a piece from one of the most exquisite and extensive jewellery collections in the Netherlands.

Nieuwe Uilenburgerstraat 173-175 and Rokin 1-5 (Dam)
 020 622 5333
www.gassan.com
 Mo -Su: 09:00 - 17:00 hour

THE HAARLEMMERDIJK

The Haarlemmerdijk is a long, trendy shopping street, stretching from east to west towards Central Station. It is a lively strip where you will find everything from shoes, independent labels and second-hand clothes to specialty food products, interior design items and Dutch collectables.

MAGNA PLAZA

Magna Plaza means indoor shopping pleasure in a historical building, right behind the Royal Palace. The former post office of Amsterdam was built by the end of the 19th century and nowadays it's an exclusive shopping centre with more than 40 brand stores. Open seven days a week.

Nieuwezijds Voorburgwal 182

www.magnaplaza.nl

Mon 11:00 - 19:00, Tue - Wed 10:00 - 19:00, Thu
10:00 - 21:00, Fri - Sat 10:00 - 19:00, Sun 12:00 -
19:00

MUSEUMS & ATTRACTIONS



Amsterdam is home to a variety of world-famous museums. A trip to the city isn't complete without stopping by the Rijksmuseum, the Van Gogh Museum or the Anne Frank House. However, Amsterdam has much more to offer. A stroll through the heart of the city and beyond will reveal the countless attractions, thereby catering to young and old. Take some time to discover them all!

RIJKSMUSEUM

The Rijksmuseum is the largest and most important museum of the Netherlands with a collection of nearly 1 million objects, including many masterpieces. During the renovation, the very best of its collection is on show in the Philips Wing as part of The Masterpieces. Following years of extensive renovations, the Rijksmuseum has reopened its doors with an entirely refreshed layout. Only Rembrandt's 'The Night Watch' returns to its original gallery!

Museumstraat 1

www.rijksmuseum.nl

Daily from 9:00 - 18:00

AMSTERDAM MUSEUM

The Amsterdam Museum tells the compelling story of the growth and heyday of the Dutch capital. Discover seven centuries of the city's history – once a small settlement on the banks of the Amstel, and now a bustling, diverse metropolis. The rich collection of works of art, objects and archaeological finds brings to life the fortunes of the Amsterdammers of days gone by. Photos and film material show the happy times as well as the drama of the modern city's inhabitants. Currently the Amsterdam Museum hosts the exhibition 'The Golden Age - Gateway to Our World', thereby delving into the Dutch Golden Age like never before.

Kalverstraat 92 & Sint Luciënsteeg 27

www.amsterdammuseum.nl

Daily from 10:00 - 17:00

AMSTERDAM EXCHANGE EXPERIENCE

The famous Amsterdam stock exchange (AEX) throws open its doors to the public with this new attraction taking visitors on an exciting interactive journey from the beginnings of the Dutch East India Company right through to today's modern electronic trading floor.

Beursplein 5

<http://www.aex.nl/amsterdam-exchange-experience>

VAN GOGH MUSEUM

Following a nine-month refurbishment, the Van Gogh Museum returned to its Museumplein home on May first, where it turns its attention to the 160th anniversary of the artist's birth.

Naturally, the Van Gogh Museum is already the premiere spot in the world to view Van Gogh's most famous paintings, but Van Gogh at Work is the culmination of seven years of fastidious research into his oeuvre and development as an artist. More than 200 paintings, works on paper, sketchbooks and letters by Van Gogh and his peers offer new insights into the fascinating creative processes behind his paintings and drawings. Going well beyond the traditional permanent collection and suitably marking the museum's 40th year on Museumplein, fans won't be disappointed.

Paulus Potterstraat 7
www.vangoghmuseum.nl
TBA

HOUSE OF BOLLS COCKTAIL & GENEVER EXPERIENCE

A visit to House of Bols Cocktail & Genever Experience is an unforgettable interactive experience of the glamorous world of cocktails and bartending. Visitors find out all about Lucas Bols - the oldest distilled spirit brand in the world, which has been made in Amsterdam since 1575. The tour ends in the revolutionary Mirror Bar, where professional bartenders mix delicious Genever Cocktails in the flavour of your choice.

Paulus Potterstraat 14
www.houseofbols.com
Daily 12:00 - 18:30 (last admission 17:30), Fri until 22:00 (last admission 21:00), Sat until 20:00 (last admission 19:00)

HEINEKEN EXPERIENCE

The former Heineken Brewery in Amsterdam, a national monument and listed in the European Route of Industrial Heritage, offers some 3000 square metres of special exhibition space. Millions of hectolitres of Heineken beer were brewed here until 1988, when the Heineken brewery in Zoeterwoude took over production from the Amsterdam brewer. Learn more about Heineken's rich history, the tradition and craft of brewing, and the people behind this multinational company at this monumental building located at the Stadhouderskade. Good to know: two drinks are included in the admission price!

Stadhouderskade 78
www.heinekenexperience.com
Daily from 11:00 - 19:30

THE NATIONAL MARITIME MUSEUM

The National Maritime Museum invites its visitors to explore the ways in which our culture has been shaped by the sea. This can be seen and experienced during the clarifying, stimulating and inspiring exhibitions and performances. The building has been completely restored and modernised, the courtyard now being covered by a glass roof. The Open Pleyn allows you to easily find your way to the exhibitions, attractions, the restaurant, the gift shop and the waterside terrace. Naturally, the replica of the Dutch East India Company ship 'Amsterdam' will be lying at the jetty again.

Kattenburgerplein 1
www.hetscheepvaartmuseum.nl
Daily from 09:00 - 17:00

MUSEUM OF BAGS AND PURSES

Travel through time, history and fashion in the company of the impressive collection of bags in the Museum of Bags and Purses. Being the only museum in the world with such an extensive and specialized collection, the Museum of Bags and Purses tells the history of the western handbag from the late Middle Ages right up to the present.

Herengracht 573
www.tassenmuseum.nl
Daily from 10:00 - 17:00

STEDELIIK MUSEUM

The Stedelijk Museum Amsterdam is an international institution dedicated to modern and contemporary art and design. The museum aims to provide a home for art, artists and a broad range of publics, where artistic production is actively fostered, presented, protected, reconsidered and renewed. For an overview of exhibitions, please see the Exhibitions section or visit the website!

Museumplein 10
www.stedelijk.nl
Daily from 10:00 - 18:00, Thursdays until 22:00

REMBRANDTHUIS

What was Rembrandt's life like? Where did Holland's most renowned artist etch and paint his masterpieces? Where did the most dramatic events of his life take place? Find out at Rembrandt's former house in Amsterdam's Jodenbreestraat, where you can imagine yourself in Rembrandt's day.

Jodenbreestraat 4 - 6
www.rembrandthuis.nl
Daily from 10:00 - 18:00

NEMO

NEMO is the largest science centre in the Netherlands. With five floors full of exciting things to do and discover, it is the perfect place for anyone with an inquiring mind. Everything in NEMO is connected to science and technology. Exhibitions, theatre performances, films, workshops and demonstrations: you will smell, hear, feel and see how the world works. After a visit to NEMO, you will know why bridges are so strong, what you will look like in 30 years, why you look so much like your parents, how to purify water, what happens when you kiss, how lightning and satellites work and much more. In other words, a day at NEMO is a pretty smart thing to do!

Oosterdok 2
www.e-nemo.nl
Tue - Sun from 10:00 - 17:00

HERMITAGE AMSTERDAM

The Hermitage Amsterdam is the Dutch branch of the world-famous Hermitage in Saint Petersburg, Russia. Located on the banks of the Amstel River, the Hermitage Amsterdam is an exhibition space and cultural education centre with a focus on Russian history and culture.

No doubt Tsar Peter the Great saw the Dutch building that would, 300 years later, house the art collection amassed by his descendants. In 1696, the Russian ruler visited Amsterdam to learn about Dutch trade and ship building. He must have seen the classical Amstelhof building on the Amstel River. Now, it houses changing exhibitions from the famous Hermitage collection.

Amstel 51
www.hermitage.nl
Daily from 09:00 - 17:00

FOAM

Foam Amsterdam exhibits all genres of photography. It's a museum with international allure and a creative hub where photographers can meet and participate in forums and symposiums. Along with larger exhibitions of established famous photographers, Foam also exhibits emerging young talent in smaller short-term shows.

Keizersgracht 609
www.foam.org
Daily from 10:00 - 18:00, Thu/Fri until 21:00

MADAME TUSSAUDS AMSTERDAM

You won't see this many celebrities together anywhere else. From film stars to sporting heroes, from the Golden Age to modern times, national and international artists, Madame Tussauds truly has something for everyone. Who would you like to meet?

Are you looking for another activity to complete your day out in Amsterdam? Then book a combination ticket with a visit to The Amsterdam Dungeon.

Dam 20
www.madametussauds.nl
Daily from 10:00 - 18:30 (last admission at 17:30)

ARTIS ROYAL ZOO

Artis Royal Zoo was the first zoo to be established in the Netherlands, and it's located right in the centre of Amsterdam. It's a place where nature and cultural heritage come together; a place where history has been created since 1838 and where new stories are created daily. Come experience them for yourself.

Artis Zoo

Admire the tropical fish in the Aquarium – one of the many historical monuments at the Artis. Travel through time in the planetarium. See the giraffes galloping amongst the zebras, springboks, oryx and wildebeests. Walk through the historical Bird House and study the numerous species of birds. Be amazed by the diversity of animals that share the tropical forest in the renovated Forest House. Surround yourself with hundreds of fluttering butterflies in the Butterfly Pavilion. Stroll through the historical park with its centuries-old trees and a multitude of plants. Every leaf, tree, animal, building and exhibit has its own story to tell. Together they reveal the bigger story about nature and its importance to our society

Plantage Kerklaan 38-40 1018 CZ AMSTERDAM
0900 2784796

www.artis.nl

Mo -Su: 09:00 - 18:00 hour Open on Wednesday 31 December 2014 from 09:00 - 16:00 hour Open on Monday 1 December 2014 from 10:00 - 17:00 hour.

THE AMSTERDAM DUNGEON

Combining museum-worthy facts from Amsterdam's history with stunning theatrical effects, the Amsterdam Dungeon plays up the fear factor, so enter at your own risk!

The Amsterdam Dungeon brings 500 years of dark history to life with 11 shows, 7 actors and 1 terrifying experience! Can you survive the horrific plague during the 80 minute tour? Make sure you don't get tortured by the executioner Peter Titelmann from the Spanish Inquisition or get lost in the mirror labyrinth! There is also the roller coaster for the really brave visitors!

rokin 78
+31 20 5308500

www.theamsterdamdungeon.nl

FRANS HALS MUSEUM

Haarlem's Frans Hals Museum is home to the largest collection of paintings by Frans Hals in the world. Hals, the most famous Haarlem painter of the Golden Age, specialised in portraits. In addition to paintings by Hals, the museum has works by his predecessors and his contemporaries. Furniture, ceramics, glass and silver are also on display. The earliest paintings date from the 16th century. They are primarily biblical depictions. Around 1590 Haarlem became the middle point of a new style: Mannerism. Typical of this were masterfully painted figures in contorted poses. In the 17th century, Haarlem was a powerful and prosperous city and a centre of art and culture. The painters of the Golden Age concentrated on everyday subjects: landscapes, genre scenes, portraits, still lifes and city views.

Groot Heiligland 62, Haarlem

www.franshalsmuseum.nl

Tue - Fri 10:00 - 17:00, Sat, Sun & Public Holidays
11:00 - 18:00

ROYAL PALACE

The Koninklijk Paleis (Royal Palace) on Amsterdam's Dam Square is one of three palaces still in use by the Dutch royal family. It is used for state visits, award ceremonies and other official receptions. When the palace is not being used by the royal family, it is open to the public. Visitors can explore the magnificent interior and discover the rich history of the building.

Dam 1012 JS AMSTERDAM
020 620 4060

www.paleisamsterdam.nl

HET GRACHTENHUIS

A visit to Het Grachtenhuis (the Canal House) is the perfect way to learn more about the history of Amsterdam's canal ring. The museum looks at the 17th-century city expansion projects that led to Amsterdam's ring of canals which received UNESCO world heritage status in 2010. After seeing the interactive displays, you'll look at Amsterdam in a whole new light when wandering through the city's streets or taking a canal cruise.

Herengracht 386

www.hetgrachtenhuis.nl

Tue - Sun from 10:00 - 17:00

EYE FILM INSTITUTE NETHERLANDS

If you love films and cinematography be sure to visit the EYE Film Institute Netherlands. EYE, located in a new ultramodern building along the IJ waterway, is home to an internationally-renowned collection of films covering the whole history of cinema. The museum's extensive programme includes exhibitions and events examining the history of film and contemporary cinematographic developments, and moreover screens classic and art-house movies on a daily basis.

IJpromenade 1

www.eyefilm.nl

Exhibition daily from 11:00 - 18:00, Ticket Office

Sun - Thu 10:00 - 22:00*, Fri - Sat 10:00 - 23:00*

(*varies, dependent on the starting time of the last screening)

To get to EYE, take the free 24/7 ferry service to 'Buiksloterweg' behind Amsterdam Central Station

FLOWER MARKET

The Singel flower market is one of Amsterdam's most colourful attractions. The small shops are located inside a row of floating barges – a holdover from the days when flowers arrived in Amsterdam every day from the countryside by boat. At the flower market you'll find tulips of every colour – either in bouquets or as bulbs to plant at home. If you plan to buy bulbs to take out of the country, be sure they have a customs cleared stamp on the packet so you won't have trouble at the border!

Singel

Mon - Sat from 09:00 - 17:30, Sun from 11:00 -

17:30

ANNE FRANK HUIS (ANNE FRANK HOUSE)

The Anne Frank House is the hiding place where Anne Frank wrote her famous diary during World War II. Now a museum, it recreates the war years and holocaust. Quotations from the diary, photographs, films and original objects belonging to the people in hiding and those who helped them all serve to illustrate the events which occurred at this location. Anne's original diary is on display in the museum as well.

Prinsengracht 267

www.annefrank.org